



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration

Course Name – Business Research Methodology

Course Code - BBA301

(Semester III)

Time : 1 Hr.25 Min.

Full Marks : 70

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 70=70

Choose the correct alternative from the following :

- (1) A telephone company is interested in obtaining customers' reactions to a new service package. Which of the following primary research methods would be most effective in reaching this audience to obtain their feedback?
 - a) Mall intercept interviews
 - b) An Internet survey
 - c) Telephone interviews
 - d) A mail survey
- (2) What is a good research? The following are correct except
 - a) Purpose clearly defined
 - b) Research process detailed
 - c) Research design thoroughly planned
 - d) Findings presented ambiguously
- (3) A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest
 - a) Ratio
 - b) Ordinal
 - c) Nominal
 - d) Interval
- (4) Difference between the mean of a sample and the mean of the population of the sample is known as the
 - a) Sampling error
 - b) Significance level
 - c) Non sampling error
 - d) Standard deviation
- (5) What is the purpose of doing research?
 - a) To identify the problem
 - b) To find the solution
 - c) Both To identify the problem & To find the solution
 - d) None of these
- (6) Which of the following is non probability sampling?
 - a) Snowball
 - b) Random
 - c) Cluster
 - d) Stratified

- (7) Which method can be applicable in collecting qualitative data?
- a) Visual
b) People
c) Sensory
d) All of these
- (8) Research conducted in class room atmosphere is called
- a) Field Study
b) Survey
c) Laboratory Research
d) Empirical Research
- (9) Which of the following is an example of primary data?
- a) Book
b) Journal
c) News Paper
d) Census Report
- (10) Which of the following is not a data-collection method?
- a) Research questions
b) Unstructured interviewing
c) Postal survey questionnaires
d) Participant observation
- (11) Cross cultural studies are an example of
- a) Case study design
b) Comparative design
c) Experimental design
d) Longitudinal design
- (12) Term 'research' means
- a) to use previous research
b) to search again
c) to stop searching
d) analyse only
- (13) Which comes first, theory or research?
- a) Theory
b) Research
c) It depends on researcher's point of view
d) None of these
- (14) We review the relevant literature to know:
- a) What is already known about the topic
b) What theories have been applied to the topic
c) Who are the key contributors to the topic
d) All of these
- (15) A sampling frame is:
- a) A summary of the various stages involved in designing a survey
b) A list of all the units in the population from which a sample will be selected
c) A wooden frame used to display tables of random numbers
d) None of these
- (16) Which of the following is not a type of non-probability sampling?
- a) Snowball sampling
b) Stratified random sampling
c) Quota sampling
d) Convenience sampling
- (17) What is one of the main disadvantages of using the hidden role in ethnography?
- a) It can be hard to gain access to the social group
b) It is difficult to take notes without arousing suspicion
c) The problem of reactivity: people may change their behaviour if they know they are being observed
d) It is usually too time consuming and expensive to be a realistic option
- (18) If the value of one variable depends on another variable, the second variable is known as:
- a) Dependent variable
b) Independent variable
c) Neutral variable
d) None of these
- (19) The statistical tool used to identify the degree of association between two variables is:

- a) Correlation
c) Interpolation
- b) Regression
d) None of these
- (20) The statistical tool used to project the value of one variable on the basis of another variable:
- a) Correlation
c) Standard deviation
- b) Regression
d) None of these
- (21) Which of the following is an attitude measurement scale?
- a) Nominal scale
c) Likert scale
- b) Ordinal scale
d) None of these
- (22) The range of correlation coefficient scale is:
- a) +0.5 to +1
c) -0.5 to +0.5
- b) -1 to +1
d) -1 to -0.5
- (23) APA stands for:
- a) American Physiological Association
c) American Psychometric Association
- b) American Psychological Association
d) None of these
- (24) _____ is a statistical index which describes the degree and direction of the relationship between two characteristics or variables.
- a) T-test
c) Probability
- b) Mean
d) Correlation
- (25) Which of the following should not be a criterion for a good research project?
- a) Demonstrates the abilities of the researcher
c) Demonstrates the integration of different fields of knowledge
- b) Is dependent on the completion of other projects
d) Develops the skills of the researcher
- (26) Which form of reasoning is the process of drawing a specific conclusion from a set of premises?
- a) Objective reasoning
c) Inductive reasoning
- b) Positivistic reasoning
d) Deductive reasoning
- (27) Research that seeks to examine the findings of a study by using the same design but a different sample is which of the following?
- a) An exploratory study
c) An empirical study
- b) A replication study
d) Hypothesis testing
- (28) A researcher designs an experiment to test how variables interact to influence job-seeking behaviours. The main purpose of the study was:
- a) Description
c) Exploration
- b) Prediction
d) Explanation
- (29) Cyber bullying at work is a growing threat to employee job satisfaction. Researchers want to find out why people do this and how they feel about it. The primary purpose of the study is:
- a) Description
c) Exploration
- b) Prediction
d) Explanation
- (30) A theory:
- a) Is an accumulated body of knowledge
c) Is independent of research methodology
- b) Includes inconsequential ideas
d) Should be viewed uncritically

- (31) Which research method is a bottom-up approach to research?
- a) Deductive method
 - b) Explanatory method
 - c) Inductive method
 - d) Exploratory method
- (32) How much confidence should you place in a single research study?
- a) You should trust research findings after different researchers have replicated the findings
 - b) You should completely trust a single research study
 - c) Neither You should trust research findings after different researchers have replicated the findings nor You should completely trust a single research study
 - d) Both You should trust research findings after different researchers have replicated the findings and You should completely trust a single research study
- (33) A review of the literature prior to formulating research questions allows the researcher to :
- a) Provide an up-to-date understanding of the subject, its significance, and structure
 - b) Guide the development of research questions
 - c) Present the kinds of research methodologies used in previous studies
 - d) All of these
- (34) A variable that is presumed to cause a change in another variable is called:
- a) An intervening variable
 - b) A dependent variable
 - c) An independent variable
 - d) A numerical variable
- (35) Researchers posit that performance-related pay increases employee motivation which in turn leads to an increase in job satisfaction. What kind of variable is "motivation" in this study?
- a) Extraneous
 - b) Confounding
 - c) Intervening
 - d) Manipulated
- (36) Which correlation is the strongest?
- a) -1.00
 - b) 80
 - c) -60
 - d) 5
- (37) When interpreting a correlation coefficient expressing the relationship between two variables, it is important not to:
- a) Assume causality
 - b) Measure the values for X and Y independently
 - c) Choose X and Y values that are normally distributed
 - d) Check the direction of the relationship
- (38) Which of the following can be described as a nominal variable?
- a) Annual income
 - b) Age
 - c) Annual sales
 - d) Geographical location of a firm
- (39) A positive correlation occurs when:
- a) Two variables remain constant
 - b) Two variables move in the same direction
 - c) One variable goes up and the other goes down
 - d) Two variables move in opposite directions
- (40) The key defining characteristic of experimental research is that:
- a) The independent variable is manipulated
 - b) Hypotheses are proved
 - c) A positive correlation exists
 - d) Samples are large
- (41) Qualitative research is used in all the following circumstances, EXCEPT:
- a) It is based on a collection of non-numerical data
 - b) It often uses small samples

ata such as words and pictures

- c) It uses the inductive method
- d) It is typically used when a great deal is already known about the topic of interest
- (42) When designing a questionnaire it is important to do each of the following EXCEPT
- a) Pilot the questionnaire
- b) Avoid jargon
- c) Avoid double questions
- d) Use leading questions
- (43) One advantage of using a questionnaire is that:
- a) Probe questions can be asked
- b) Respondents can be put at ease
- c) Interview bias can be avoided
- d) Response rates are always high
- (44) Which of the following is true of observations?
- a) It takes less time than interviews
- b) It is often not possible to determine exactly why people behave as they do
- c) Covert observation raises fewer ethical concerns than overt
- d) All of these
- (45) A researcher secretly becomes an active member of a group in order to observe their behaviour. This researcher is acting as:
- a) An overt participant observer
- b) A covert non-participant observer
- c) A covert participant observer
- d) None of these
- (46) All of the following are advantages of structured observation, EXCEPT:
- a) Results can be replicated at a different time
- b) The coding schedule might impose a framework on what is being observed
- c) Data can be collected that participants may not realize is important
- d) Data do not have to rely on the recall of participants
- (47) When conducting an interview, asking questions such as: "What else?" or "Could you expand on that?" are all forms of:
- a) Structured responses
- b) Category questions
- c) Protocols
- d) Probes
- (48) The chapter that details the way in which the research was conducted is the _____ chapter
- a) Introduction
- b) Literature review
- c) Research methodology
- d) Data analysis
- (49) Every research proposal, regardless of length should include two basic sections. They are
- a) Research question and research methodology
- b) Research proposal and bibliography
- c) Research method and schedule
- d) Research question and bibliography
- (50) A proposal is also known as a
- a) Work plan
- b) Outline
- c) Draft plan
- d) All of these
- (51) One of the terms given below is defined as a bundle of meanings or characteristics associated with certain events, objects, conditions, situations, and the like
- a) Construct
- b) Definition
- c) Concept
- d) Variable
- (52) Secondary data can include which of the following?
- a) Government statistics
- b) Personal diaries

- c) Organizational records
- (53) An ordinal scale is:
- a) The simplest form of measurement
- c) A rank-order scale of measurement
- (54) Which term measures the extent to which scores from a test can be used to infer or predict performance in some activity?
- a) Face validity
- c) Criterion-related validity
- (55) The 'reliability' of a measure refers to the researcher asking:
- a) Does it give consistent results?
- c) Can the results be generalized?
- (56) Interviewing is the favoured approach EXCEPT when:
- a) There is a need for highly personalized data
- c) High numbers of respondents are needed
- (57) The step-by-step process by which the research project is conducted and completed is known as
- a) The research process.
- c) The process of developing research ideas
- (58) A very complex process
- a) A very complex process
- c) The means by which data is gathered for a research project
- (59) The literature review that the researcher writes becomes the
- a) Conceptual framework for the research project
- c) Methodological framework for the research project
- (60) The four frameworks approach to the research project is an approach whereby
- a) The researcher uses one of four frameworks to help design the research project
- c) Where the researcher carries out four research projects
- (61) Validity in relation to the research project relates to
- a) How logical, truthful, robust, sound, meaningful, reasonable and useful the research is
- c) The size of the written record of the research
- (62) The methodological framework contains
- a) All of the key concepts in the research project
- d) All of these
- b) A scale with an absolute zero point
- d) A scale with equal intervals between ranks
- b) Content reliability
- d) Construct validity
- b) Does it measure what it is supposed to measure?
- d) Does it have face reliability?
- b) It is important to ask supplementary questions
- d) Respondents have difficulty with written language
- b) The process of describing research
- d) The process of gathering data for a research project
- b) The analysis of data. Data is analysed, findings are produced, conclusions are drawn and recommendations are made
- d) The final step in the research process
- b) Theoretical framework for the research project
- d) Analytical framework for the research project
- b) Where the researcher carries out four research projects
- d) Four methodologies are used in the research project
- b) How long the research takes to carry out
- d) The relationship between the researcher and the research supervisor
- b) All of the detail on how the research was conducted

- c) The literature review
- (63) Business research is
- a) About statistical analysis
 - c) About investigating some aspect of business
- (64) Secondary data can almost always be obtained more quickly and at a lower cost than _____ data.
- a) Tertiary
 - c) Research
 - b) Collective
 - d) Primary
- (65) The conceptual framework is contained in
- a) The literature review
 - c) The analysis carried out for the research project
 - b) The research methodology
 - d) The research statement/question
- (66) Interview questions should
- a) Lead the respondent
 - c) Be delivered in a neutral tone
 - b) Probe sensitive issues
 - d) Test the respondents' powers of memory
- (67) Active listening skills means:
- a) Asking as many questions as possible
 - c) Keeping to time
 - b) Avoiding silences
 - d) Attentive listening
- (68) All the following are strengths of focus groups EXCEPT
- a) They allow access to a wide range of participants
 - c) They can generate a collective perspective
 - b) Discussion allows for the validation of ideas and views
 - d) They help maintain confidentiality
- (69) Which of the following is not always true about focus groups?
- a) The ideal size is normally between 6 and 12 participants
 - c) Participants should come from diverse backgrounds
 - b) Moderators should introduce themselves to the group
 - d) The moderator poses preplanned questions
- (70) A disadvantage of using secondary data is that:
- a) The data may have been collected with reference to research questions that are not those of the researcher
 - c) Data have often been collected by teams of experienced researchers
 - b) The researcher may bring more detachment in viewing the data than original researchers could muster
 - d) Secondary data sets are often available and accessible